

## ***PMUSA.com Website Re-design Update***

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- Feedback on current web pages:
  - Health issues page ranked #25 of top pages viewed in Feb.
  - Focus groups findings - "information not practical or useful"; "health issues related to smoking should be the most important issue for PMUSA.com"
- Complete overhaul of website planned
- Objective(s) of the website need to be clearly identified and stated
- Elements of new design for health issues pages :
  - Identification of website visitors
  - Selection of topics and level of details by website visitors
  - Inclusion of harm reduction efforts

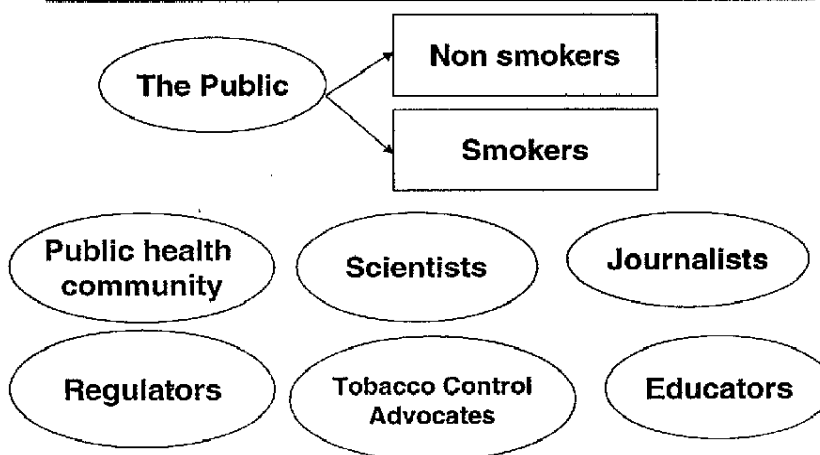
R. Walk, PM USA

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Slide 1

## ***Identification of website visitors***

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PM USA website design update, 2002-04-22  
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Slide 2

Slide 3

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graph TD
    LungCancer((Lung Cancer)) --- SmokingPregnancy((Smoking & pregnancy))
    LungCancer --- Emphysema((Emphysema))
    LungCancer --- Asthma((Asthma))
    LungCancer --- OtherDiseasesEffects((Other diseases & effects))
    LungCancer --- OtherCancers((Other cancers))
    LungCancer --- SaferCigarettesHarmReduction((Safer cigarettes  
Harm reduction))
    LungCancer --- Addiction((Addiction))
    LungCancer --- ETSNonSmokersChildren((ETS  
Non smokers  
& children))
  
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Slide 4

Exposure and Compensation

### ***Next steps***

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- Written summary of Website Design Workshop by end of April 2002 (CA)
- Design of content elements ("mid-level") site architecture complete by May 2002 (CA)
- Drafting of science summaries and references ("low-level") contents related to health issues until July 2002 (?) (WSA and CA writer)